

Effective use of marketing functions in trade

Jiyamuradov Rustam¹

¹*Samarkand Institute of Economics and Service*

Email: jiyanmuradov_r@umail.uz

ABSTRACT

Modern trade activity development is based on marketing functions. In this article the use of marketing functions in modern trade activity development is highlighted.

Keywords: sales activity, marketing functions, market capacity, market description, competition, sales promotion, customer promotion.

1. INTRODUCTION

The ultimate goal of the ongoing socio-economic reforms in our country is to improve the quality and well-being of the population, to ensure peace in the country. As a result of the reforms, the indicators of employment, income, purchasing power and consumer basket, lifestyle of the population are growing year by year. The needs of the population in a wide range of consumer goods, household appliances and various services are being met to the maximum. We can see this in the growth of retail trade, which is one of our macroeconomic indicators. Retail trade turnover in 2019 amounted to 69142.9 billion soums. soums, on non-food products - 96951.5 bln. In 2019, the retail trade turnover per capita amounted to 4946.2 thousand soums.

The development of trade activities is important in achieving these results. Like other industries, in the context of radical structural changes in the economy of our country, the trade sector is gaining a modern look and developing new forms and methods. The content and essence of trade services provided to the population are also changing, and the structure of services is expanding. One of the most pressing issues is the organization of high quality sales services, the use of marketing functions in improving the efficiency of sales activities.

2. ANALYSIS OF THE RELEVANT LITERATURE

P. Kotler, Kevin Lane Keller [5], Jean-Jacques Lambin [3], Michael E. Porter [4], H. Igor from foreign economists on the organization and management of sales services, development and implementation of marketing strategies in commercial enterprises. Ansoff [2], V. Danenburg, R. Monkif, V. Tejlor [1], the issue of wholesale services development has been studied by VAAZeitaml, LLBerry, A. Parasuraman [6].

The scientific work of Russian scientists on the provision of trade services to the population is also commendable. In particular, the organization, management, marketing and logistics of public services in trade enterprises have been extensively studied by EA Golikov [7], while the commercial activities of trade enterprises EV Apekhanova, OV Pambukhchiyants, LP Dashkov, I.M.Sinyaeva, S.V. Zemlyakh, studied by VV Sinyaev [9,10,11], the issue of distribution of goods in trade enterprises was studied by VN Naumov [8].

Research methodology

In writing the article, an attempt was made to uncover the problem using methods such as scientific observation, abstract-logical thinking, analysis, synthesis, and inquiry.

Analysis and results

Marketing functions in trade activities are the creation of an optimal sales network for the effective sale of the product, including the creation of a network of retail and wholesale stores, intermediate warehouses, service points and exhibition halls, identification of routes, transportation, loading and unloading , supply system, etc. Marketing functions in trade activities also include processes related to commercial activities, such as the preparation and conduct of negotiations on sales transactions, the conclusion of contracts, control over their implementation.

A number of factors must be taken into account in the formation of sales activities based on marketing functions:

Xususiyatlari characteristics of end consumers, ie their number, concentration level, average size of one-time purchase, level of income, characteristics of behavior when buying goods, mode of operation of stores, volume of services of sales staff, loan terms, etc.;

Opportunities of the producer-firm, ie its financial condition, competitiveness, the main directions of

- market strategy, the scale of production. In particular, it is preferable for small firms with a narrow range of goods and limited financial resources to work through independent sales intermediaries, while large firms are advised to carry out a certain part of sales operations through their own sales network;
- ⊕ product description, ie appearance, average price, seasonality of production and demand, maintenance requirements, shelf life. Firms are advised to sell valuable, unique goods through their own sales network in order not to make a profit to intermediaries, and indirectly through independent intermediaries to sell cheap, bulk, seasonal goods, goods that require warehousing and storage. Foreign experience shows that 80% of manufactured goods are sold directly, and 95% of consumer goods are sold indirectly. At the same time, 45-50% of them pass through the wholesale network.
 - ⊕ level of competition and sales policy of competitors, ie their number, concentration, sales strategy and tactics, the relationship in the sales system;
 - ⊕ Description and characteristics of the market, ie actual and potential capacity, customs and trade practices, density of distribution of buyers, average income per capita.

The most important of the activities carried out in the framework of marketing functions in sales activities is the formation of this demand and sales promotion. It is known from the practice of trade activity that the purchase of goods is the buyer's ability to pay and the goods are made only when he needs them. But in order to buy a product, you need to know about its consumer characteristics. In addition, there are usually several goods on the market that meet a single need, and the buyer is forced to choose between them. A brand with unknown consumer characteristics is not bought in such a situation, although a person is always a little apprehensive about the news. It is this barrier removal that is one of the main tasks of marketing activities to form demand and stimulate sales.

The formation of the demand consists in conveying to the buyer a message about the availability of the product, informing him about the needs to be met by this product, providing evidence of the quality of satisfaction of these needs. Demand-forming activities - advertising, exhibition and fair activities, PR, personal sales, merchandising with innovative marketing technology - form the image of the product in the minds of potential buyers, and ultimately the decision-making process. The formation of demand in trade activities consists in introducing new goods to potential buyers and gaining a certain market share.

Sales promotion measures are aimed at the buyer who is familiar with the consumer characteristics of the product through personal experience. The objectives of the sales promotion event are to ensure the subsequent purchase of the product, ie to ensure the repurchase of the buyer, the purchase of large batches, to stimulate regular trade relations between the firm and the buyer. Sales promotion in trade activities is carried out by adding additional goods to the main goods, giving discounts, etc.

Typically, buyers and sellers (intermediaries, agents, dealers) differentiate sales promotion measures. Incentives to sell to buyers are to offer significant commercial benefits to those who buy the goods on agreed terms. These are, first of all, the following benefits:

- ⊕ discounts - for the volume of the purchased consignment;
- ⊕ "bonus" discounts - for the regularity of purchases of certain goods;
- ⊕ loan in the form of deferral, no down payment, "gift" in the form of a certain amount of money for the purchase of goods;
- ⊕ free distribution of a sample of goods in the hope of purchasing a large consignment;
- ⊕ free delivery of goods for temporary "testing";
- ⊕ Accept the used product as an initial payment for something new.
- ⊕ Sales promotion measures also include:
 - ⊕ special presentations of new products for potential consumers;
 - ⊕ Excursions to manufacturing enterprises;
 - ⊕ press conferences dedicated to the introduction of new products on the market;
 - ⊕ reduction of prices in connection with the transition to a new model of goods;
 - ⊕ lotteries added to the purchased goods;
 - ⊕ brand image formation.

Sales incentives for intermediaries encourage the sale of goods with maximum activity, expanding the range of its buyers. Intermediaries may be provided with:

- ⊕ special equipment for pre- or post-sale service with free or preferential terms;
- ⊕ service points and workshops moving from one place to another;
- ⊕ Discounts on selling price.
- ⊕ Sales promotion in relation to vendors (employees of stores, showrooms, etc.) is aimed at achieving high levels of sales by these people.

The following can be used as incentives:

- ⊕ cash prizes;
- ⊕ additional leave;
- ⊕ leisure trips at the expense of the company;
- ⊕ Valuable gifts

In today's modern sales business, it is also important to provide a wide range of services to customers in the framework of marketing functions. There are two types of sales, pre-purchase and post-purchase. Pre-

purchase services include:

- ⊕ ordering service (ordering by phone);
- ⊕ parking, reimbursement of parking fees;
- ⊕ children's corners, recreation corners, separate areas for dogs;
- ⊕ qualified advice and service;
- ⊕ accounting for the value of old goods in the price of new goods.

Post-sales services are also playing an important role in trade enterprises. This will help customers to maximize their sales service needs. Post-purchase services include:

- ⊕ packaging for delivery of goods, as well as gift packaging;
- ⊕ change service;
- ⊕ delivery, installation, assembly service;
- ⊕ give instructions before using the equipment;
- ⊕ exchange (refundable);
- ⊕ supply of spare parts;
- ⊕ Repair service during the warranty period, additional warranties.

3. CONCLUSIONS AND SUGGESTIONS

It should be noted that the use of marketing functions in the commercial activities of our local enterprises, the practical application of marketing activities is insufficient. We can see that marketing functions are effectively used in the practice of enterprises operating only on the basis of foreign investment. One of the important issues is the introduction of the following in the practice of trade activities of our local enterprises:

- ⊕ direct sales methods, ie the use of direct marketing. It is a set of communication tools that you use to communicate directly with the customer in order to have a specific reaction. Based on the right marketing methods, sales activities are organized by catalog, using mail, telephone, internet and interactive services;
- ⊕ creation of trade networks, formation of a trade brand, establishment of own sales channels (agency, dealership, etc.);
- ⊕ E-commerce, vending machines, etc.

REFERENCES

1. Danenburg V., Monkif R., Tejlor V. Basics of wholesale trade. Practical course. Neva-Ladoga-Onega. 1993, 212 p.
2. H.Igor Ansoff. Critical Evaluations in Business and Management. Hardcover, 2007.-510 p.
3. Jean-Jacques Lambin. Strategic Marketing. McGraw-Hill Book Co Ltd; Revised edition. 1993. - 452 p.
4. Michael E.Porter. Competitive Strategy: Techniques for Analyzing Industries and Competitors. Hardcover, 1998. - 432 p.
5. Philip Kotler, Kevin Lane Keller. Marketing Management. Pearson Education, Inc., publishing as Prentice Hall, United States of America 2012 y.
6. Zeitaml V.A.A., Berry L.L., Parasuraman A. Communication and Control Processes in the Delivery of Service Quality // Journal of Marketing. – 1988. – Vol. 52.,
7. Голиков, Е. А. Оптовая торговля. Менеджмент. Маркетинг. Логистика. Финансы. Безопасность / Е. А. Голиков. - М.: Экзамен, 2010. - 352 с.,
8. Naumov, VN - Marketing sales / VN Naumov. - SPb : SPbGUEF, 2009 .-- 52 p.,
9. Organization, technology and design of enterprises (in trade) / Dashkov LP, Pambukhchiyants VK, Pambukhchiyants OV, -12th ed., Revised and added. - M : Dashkov i K., 2018 - 456 p.
10. Osipova L.V., Sinyaeva I.M. Business fundamentals. M : Publishing Association "UNITI" 2005. - 256 p.
11. Pambukhchiyants O.V. Business fundamentals. Textbook / OV Pambukhchiyants - M : Publishing and Trade Corporation "Dashkov and K0", 2014.-284 p.
12. Pankratov F.G., Soldatova N.F. Commercial activity. Textbook - M : ITK "Dashkov and K" 2012. - 500 p.